## What is claimed is:

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- 1. A sealing material, comprising a powdered material into which a rubber base sealing material with a viscosity of 20 to 200Pa·s/100°C is pulverized at a temperature lower than, or equal to, a brittle temperature of the rubber base sealing material.
- 2. The sealing material according to claim 1, wherein the rubber base sealing material comprises butyl rubber.
- 3. The sealing material according to claim 2, wherein the rubber base sealing material further includes polybutene.
- 10 4. The sealing material according to any one of claims 1 to 3, wherein the temperature lower than, or equal to, the brittle temperature of the rubber base sealing material is lower than the brittle temperature by 10°C or more.
  - 5. The sealing material according to any one of claims 1 to 4, wherein a diameter of a particle of the powdered material is 3µm to 8µm.
    - 6. The sealing material according to any one of claims 1 to 5, wherein the rubber base sealing material is pulverized at a temperature lower than, or equal to, the brittle temperature of the rubber base sealing material under an atmosphere of liquid nitrogen.
- 7. A method of applying a sealing material, comprising the steps of:

  pulverizing a rubber base sealing material with a viscosity of 20 to

  200Pa·s/100°C into a powdered material at a temperature lower than, or
  equal to, a brittle temperature of the rubber base sealing material;

subsequently applying the powdered material to a surface which is intended to be coated with the sealing material.

- 8. The method of applying a sealing material according to claim 7, wherein the rubber base sealing material comprises butyl rubber.
- 9. The method of applying a sealing material according to claim 8, wherein the rubber base sealing material further includes polybutene.
- 5 10. The method of applying a sealing material according to any one of claims 7 to 9, wherein the temperature lower than, or equal to, the brittle temperature of the rubber base sealing material is lower than the brittle temperature by 10°C or more.
- The method of applying a sealing material according to any one of
   claims 7 to 10, wherein the diameter of a particle of the powdered material is
   3μm to 8μm.
  - 12. The method of applying a sealing material according to any one of claims 7 to 11, wherein the rubber base sealing material is pulverized at a temperature lower than, or equal to, the brittle temperature of the rubber base sealing material under an atmosphere of liquid nitrogen.

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- 13. The method of applying a sealing material according to any one of claims 7 to 12, wherein the surface which is intended to be coated with the sealing material is the inner surface of a pneumatic tire.
- 14. The method of applying a sealing material according to any one of claims 7 to 13, wherein the temperature of the surface which is intended to be coated with the sealing material is not lower than 20°C, and not higher than 60°C.